Using AI in Enterprise

By Diana Deibel, Chief Design Officer at Grand Studio

AI is everywhere these days. There's no escaping it whether it's a board room conversation, a conference, or a meme on social media. And with good reason. As Bryan Goodman of Ford Motor Company said recently at the 2023 Reuters Momentum conference on AI, "I can't imagine anyone being competitive without AI." The resounding perspective across industries is in agreement with him.

The question amongst many people, particularly those in larger enterprise organizations with less scrappy flexibility and more risk, is how do we use AI in a way that is responsible to our business units, our shareholders, and humanity at large?

Historical AI usage in enterprise

While start-ups are currently pushing forward the use cases and ways in which AI (particularly generative AI) can be part of the working world, enterprises have already been incorporating AI for years.

As one example, pattern detection with triage to a human has been employed in industries across the board (healthcare, finance, food services, supply chain, insurance). Grand Studio alone has designed these types of pattern-detection softwares for bond trading platforms, fraud detection, restaurant performance and more.

Additionally, uses like sentiment analysis on things like new or existing products, analyzing supply chains for maximum sustainability, or to meet Environmental, Social, and Corporate Governance (ESG) criteria have already been in play for a bit.

"I can't imagine anyone being competitive without AI.

-Bryan Goodman, Ford Motor Company

Changes in AI technology and use

Generative AI (ex: ChatGPT) is the new player in town, and what's really exciting are the ways companies are using GenAI to augment their existing predictive AI platforms internally, and experimenting with new ways to bring value to customers, whether that's seamlessly expanding customer access to existing services or creating tailored experiences that evolve with their users.

All that said, leading enterprises are generally holding off on diving head-first into spending millions on generative AI, and instead continuing to define AI's strengths for present-day utilization.

Augmenting human analysis

The reliable enterprise utility is in increasing efficiency particularly when there are massive piles of data to sort through - essentially looking at how they can use AI to augment the abilities of the human decision-maker and help recommend potential solutions. Some examples of using AI to augment human data ingestion & analysis include:

- Sifting through sales receipt information on a global scale to assess performance outliers in the retail space

- Triaging mammograms for possible malignant cell groupings

- Parsing hundreds of stock prices in real time to predict the best time for purchase

Changes in AI technology and use (cont.)

All of these have massive amounts of data that would take ages to sort through, but with recent advances in AI, we can now provide timely, comprehensive insights and recommendations to the human expert, which can be simplified with intuitive Generative AI interfaces.

Creation, recommendation and conversation

While supporting human analysis remains a top utility of AI, generative AI can also be used beyond data parsing, including:

- **Project management "co-pilots"** to help product owners and CTOs understand ongoing roadmaps and timelines, and identify problems earlier and with a more holistic view of the project

- **Profile builders** to help people generate business or personal profiles for various platforms

- **Digital avatars** that are finding multiple avenues in business from helping humanize current generative AI interfaces, to AI influencers helping brands advertise, to background actors and models

- **"Chat with your data"** - generative AI interfaces that make data more understandable and dynamic to employees who need to parse vast data sets quickly while also understanding the output of non-generative AIs

- **Report creation paired with sentiment analysis** to help both generate internal corporate reports and analyze reports to quickly spot issues

Of course, the key factor in all of these use cases seems to be continuing to require a human to ultimately pull the trigger on what action to take. But pairing the AI with the human allows that human to be far more efficient with their time and resources and spend it where it's needed, instead of hunting for what they need to know.

Challenges with generative AI

While there are many challenges with generative AI in particular, some of the main concerns amongst those spearheading AI's utilization are:

- **Hallucinations:** when the AI makes up an answer that is untrue (ex: law citations that turn out to be nonexistent cases) [1]

- **Response explainability:** when the AI can't explain how it came to an answer it's providing

- **Regulatory compliance:** AI adhering to regulations around its usage and performance (which don't currently exist in an official way just yet - though the EU is almost there)

- **Fairness and bias:** disparate impact on marginalized communities based on the way the data is trained and parses incoming data (ex: hiring AI algorithms biasing against Black-sounding names or women's colleges on resumes) [2]

While experts are still determining how best to mitigate these challenges, some are turning to the EU AI Act for guidance on regulations and preventive compliance with that act and considering in-house data training to at least have some control over the language models being utilized to minimize harm in their specific context. Though, to be clear, in-house models are very expensive and resource-intensive.

> " **He "never" could have imagined ChatGPT could make up fake cases.**
>
> -Sara Merken, Reuters

[1]   Merken, Sara. "Lawyer Who Cited Cases Concocted by Ai Asks Judge to Spare Sanctions." Reuters, June 8, 2023. https://www.reuters.com/legal/transactional/lawyer-who-cited-cases-concocted-by-ai-asks-judge-spare-sanctions-2023-06-08/.

[2]   Johnson, Khari. "Feds Warn Employers against Discriminatory Hiring Algorithms." Wired, May 16, 2022. https://www.wired.com/story/ai-hiring-bias-doj-eecc-guidance/.

What should enterprise do with AI now?

For those still determining where their unit or organization should play in the AI space, almost every single large company using AI in their business practices today has the same 3 pieces of advice:

1. **Understand the problem your users need solved** (whether they're customers, employees, other businesses, etc) and then determine what tool would best solve that (trade secret: it's not always going to be AI)

2. **Start small and experiment.** Many AI leaders suggest starting with a sliver of the business not only mitigates risk but it lets you learn about what a team and org can handle, how to deal with industry-wide challenges like bias and hallucinations, and allows the team to figure out exactly what is needed to be successful before scaling up

3. **Human + AI partnership** is key. Many AI tools are being developed as "co-pilots" and "digital assistants" to help lessen some of the burden on employees, and we agree that's the right direction for AI technology. AI is not a replacement for a current workforce, or a cost-cutting measure (because often the cost is much higher than anticipated). Instead, AI is a way to help employees get a more complete picture of a company's data, their user(s), and their organization to enable efficiency and productivity.

There are seemingly endless use cases for AI in enterprise organizations, some publicly and directly sellable to consumers, others which enable teams to be more productive and efficient at what they're great at, regardless of their department.

But no matter what direction an enterprise chooses, it's important to not rush in head first, and spend the time to think through the right options while enabling an atmosphere of curiosity and experimentation.
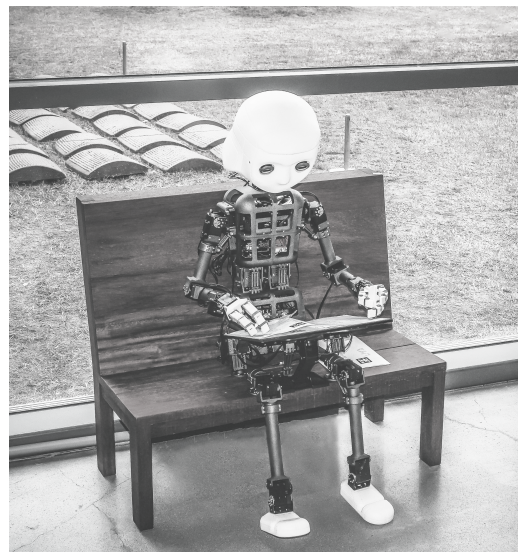
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